



Tobacco Company

**D. P. Fitzgerald**  
Director of Operations  
Northeast Sales Area

**SENT VIA E-Mail**

401 N. Main St.  
Winston-Salem, N.C. 27102  
910-741-2063  
Fax: 910-741-4606

May 22, 1995

Region Managers

**Subject: Updates on "Partners" Program Presentations and**  
**Competitive Activity Recap**

There is a need internally, for numerous groups to have a better understanding on the success we are having with our new Retail and Wholesale Partners presentations. Additionally, there is also an ongoing need to have a better handle on programs being sold by our competitors to our major trade partners.

In an effort to keep the gathering of this information as simple as possible, attached you will find four very simple recap forms designed to gather this information. You will note the chains and wholesalers we would like this information on are already included on the forms. The timing/frequency of when these reports are due into the Sales Area is also indicated on each recap. We would suggest that the RBM's be utilized to consolidate the information submitted by the CAM's and SAM's onto one form. The Region's consolidated version should be E-Mailed to me on or before the due dates indicated on the forms.

We do not want reams of information, it should be topline only in nature so we don't create another extensive tracking mechanism.

As information, the vision is to put the competitive information reporting on-line for CAM/SAM input in the future. This should allow us to get a better understanding of competitive programs before they actually get to retail and provide us time to formulate needed responses.

The first return date should be 5/26, with the second being 6/2. After these two reports you should submit every other week, so the third would be due 6/16.

Call if you have any questions.

Don

034DF/di  
c: Dave Wilmesher

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RETURN EVERY OTHER WEEK  
STARTING MAY 19, 1995 AND  
ENDING JULY 28.

**RETAIL "PARTNERS" PRESENTATIONS TOPLINE**  
**TOP 100 RETAIL CHAINS**

ACCOUNT/RJR REGION	ACCOUNT'S REACTION	PRESENTATION RESULTS	
			BRIEF COMMENTS
Cumberland Farms / 1100			
Hannaford Brothers / 1100			
Stop & Shop / 1100			
B.J.'s Whol. Club / 1100			
Christy's Mkts. / 1100			
Store 24 / 1100			
Tedeschi Food Shops / 1100			
Pathmark Store / 1200			
Amerada Hess / 1200			
Ronet Co. / 1200			
Quick Chek Food Stores / 1200			
Allied Mgmt. / 1200			
Speedy Mart Corp. / 1200			
Bottom Line / 1200			
WAWA/Red Roof / 1300			
Sun Co.-APlus / 1300			
Turkey Hill / 1300			
Merit Oil / 1300			
Redner's Markets / 1300			
Heritage's Dairy / 1300			

Notes: 1.) Critical Region accounts can be added even if not in Top 100.  
2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" activity to be implemented

51850 3853

RETURN EVERY OTHER WEEK STARTING  
MAY 19, 1995 AND STOPPING AFTER TOP 100  
ACCOUNTS ARE CONTACTED.

**WHOLESALE "PARTNERS" PRESENTATIONS TOPLINE**  
**TOP 100 PARENT ACCOUNTS**

ACCOUNT/RJR REGION	ACCOUNT'S REACTION	PRESENTATION RESULTS	
			BRIEF COMMENTS
Cumberland Farms / 1100			
Garber Brothers / 1100			
Consumer Products / 1100			
Albert H. Notini / 1100			
NCC-Mansfield, MA / 1100			
Auburn Merchandise / 1100			
Bonanza Trading Co. / 1200			
Wakefern Food / 1200			
Plainfield Tob. & Candy / 1200			
Middlesex Tobacco / 1200			
Supermarkets General / 1200			
Consolidated Simon Dist. / 1200			
Miller & Hartman / 1300			
T&C Distributing / 1300			
Norman J. Dressler / 1300			
Associated Whol. / 1300			
ACME Markets / 1300			
Joseph H. Stomel / 1300			
Harold Levinson / 1500			
Mark Steven / 1500			
NCC - Hauppauge / 1500			

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THROUGHOUT 1995.

**COMPETITIVE PROMOTION ACTIVITY**  
**TOP 100 RETAIL CHAINS**

ACCOUNT/RJR REGION	PROGRAM SOLD TO ACCOUNT			
	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Hannaford Brothers / 1100				
Stop & Shop / 1100				
B.J.'s Whol. Club / 1100				
Christy's Mkts. / 1100				
Store 24 / 1100				
Tedeschi Food Shops / 1100				
Pathmark Store / 1200				
Amerada Hess / 1200				
Ronet Co. / 1200				
Quick Chek Food Stores / 1200				
Allied Mgmt. / 1200				
Speedy Mart Corp. / 1200				
Bottom Line / 1200				
WAWA/Red Roof / 1300				
Sun Co.-APlus / 1300				
Turkey Hill / 1300				
Merit Oil / 1300				
Redner's Markets / 1300				
Heritage's Dairy / 1300				

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COMPETITIVE PROMOTION ACTIVITY  
TOP 100 RETAIL DIRECT ACCOUNTS AND THEIR "SHIP-TO'S"

ACCOUNT/RJR REGION	PROGRAM SOLD TO ACCOUNT				COMMENTS
	PROGRAM	TIMING	GEOGRAPHY		
Cumberland Farms / 1100					
Garber Brothers / 1100					
Consumer Products / 1100					
Albert H. Notini / 1100					
NCC-Mansfield, MA / 1100					
Auburn Merchandise / 1100					
Bonanza Trading Co. / 1200					
Wakefern Food / 1200					
Planfield Tob. & Candy / 1200					
Middlesex Tobacco / 1200					
Supermarkets General / 1200					
Consolidated Simon Dist. / 1200					
Miller & Hartman / 1300					
T&C Distributing / 1300					
Norman J. Dressler / 1300					
Associated Whol. / 1300					
ACME Markets / 1300					
Joseph H. Stomel / 1300					
Harold Levinson / 1500					
Mark Steven / 1500					
NCC - Hauppauge / 1500					

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51850 3856

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ENDING JULY 28

**RETAIL "PARTNERS" PRESENTATIONS TOPLINE**  
**TOP 100 RETAIL CHAINS**

ACCOUNT/RJR REGION	ACCOUNT'S REACTION	PRESENTATION RESULTS	BRIEF COMMENTS
Orloski's / 1300			
Dairy Mart / 1500			
Xtra Mart / 1500			
Food Bag Conv. Stores / 1500			
Mid-Valley Oil / 1500			
Hendel's Inc. / 1500			
Mercury Fuel / 1500			
Cost Plus / 1500			
Penn Traffic / 1600			
BP America / 1600			
Wegman's / 1600			
MGI / 1600			
Country Fair / 1600			
Discount Drug Mart / 1600			
Wilson Farms / 1600			
Sheetz / 1700			
Weis Markets / 1700			
Uni-Mart / 1700			
Giant Foods / 1700			
Giant Eagle/S&H / 1700			
Phar-Mor / 1700			
Giant Eagle / 1700			

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**WHOLESALE "PARTNERS" PRESENTATIONS TOPLINE**  
**TOP 100 PARENT ACCOUNTS**

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**COMPETITIVE PROMOTION ACTIVITY**  
**TOP 100 RETAIL CHAINS**

ACCOUNT/RJR REGION	PROGRAM SOLD TO ACCOUNT			
	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Orloski's / 1300				
Dairy Mart / 1500				
Xtra Mart / 1500				
Food Bag Conv. Stores / 1500				
Mid-Valley Oil / 1500				
Hendel's Inc. / 1500				
Mercury Fuel / 1500				
Cost Plus / 1500				
Penn Traffic / 1600				
BP America / 1600				
Wegman's / 1600				
MGI / 1600				
Country Fair / 1600				
Discount Drug Mart / 1600				
Wilson Farms / 1600				
Sheetz / 1700				
Weis Markets / 1700				
Uni-Mart / 1700				
Giant Foods / 1700				
Giant Eagle/S&H / 1700				
Phar-Mor / 1700				
Giant Eagle / 1700				

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**COMPETITIVE PROMOTION ACTIVITY**  
**TOP 100 RETAIL DIRECT ACCOUNTS AND THEIR "SHIP-TO'S"**

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